

REISSUE PATENT  
Docket No. 11032/3028

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Gary B. ROBINSON

Reissue Appln. No. : 09/893,748 (Reissue of 08/774,180, filed on December 26, 1996,  
now U.S. Pat. No. 5,918,014, issued June 29, 1999)

Reissue Filing Date : June 29, 2001

For AUTOMATED COLLABORATIVE FILTERING IN WORLD  
WIDE WEB ADVERTISING

Group Art Unit  To Be Assigned

Examiner : To Be Assigned

**COMMISSIONER FOR PATENTS**

Washington, DC 20231

PROOF OF OWNERSHIP OF ASSIGNEE  
IN ACCORDANCE WITH 37 C.F.R. § 3.73(b)

SIR:

DoubleClick Inc., 450 West 33<sup>rd</sup> Street, New York, New York 10001, is the sole owner of  
U.S. Pat. No. 5,918,014, as recorded on reel 010881, frame 0778 in the assignment records of the  
United States Patent and Trademark Office.

The undersigned is authorized to act on behalf of the assignee.

Respectfully submitted,

Dated: OCTOBER 16, 2001 By:

  
Gary S. Morris  
Reg. No. 40,735

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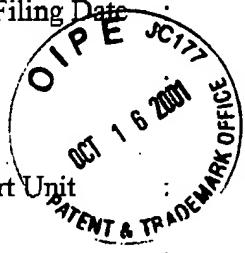
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CONSENT OF ASSIGNEE

SIR:

DoubleClick Inc., sole assignee of U.S. Patent No. 5,918,014, consents to the filing of Reissue Application No. 09/893,748 for the reissue of U.S. Patent No. 5,918,014.

Elizabeth Wang  
Elizabeth Wang  
Vice President and General Counsel  
DoubleClick Inc.

Respectfully submitted,

Gary S. Morris OCTOBER 16, 2001  
By: Gary S. Morris  
Reg. No. 40,735

Dated: October 2, 2001  
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